Research Proposal of the Thesis Entitled

B2B E-Marketplace in India: A Study on Adoption, Usage, Satisfaction and Critical Success Factors

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by

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INTRODUCTION

The Internet is now an integral part of most people's everyday lives, and its widespread use has altered traditional patterns of social interaction, professional practice, and leisure pursuits. The way business is conducted has been significantly impacted by the Internet. The term "electronic commerce" has come to describe the commercial effects of the Internet (e-commerce). The term is often used for the act of doing business or transferring data using electronic systems such as the Internet. The emergence of B2B e-marketplaces is one example of a new business activity that has evolved to allow different types of e-commerce among businesses.

As the B2B e-commerce sector in India continues to grow, major B2C firms have begun developing their own platforms aimed at the country's small company owners and merchants. Growing optimism among the increasing number of businesses selling and purchasing online and a move toward conducting procurement transactions online are both predicted to contribute to this. As a result of the government's recognition of the B2B E-commerce sector's unrealized potential, it now welcomes 100 percent foreign direct investment (FDI) in the sector, attracting major players like Walmart and Alibaba from across the world. **[National report on E-commerce development in India, Harish Pal Kumar, 2017]**

Companies who are interested in expanding into India's market could take advantage of the country's immature but promising B2B eCommerce sector. In the past, only a limited number of firms existed to serve as examples of this trend; now, however, there is a plethora of startups able to meet the needs of every customer, no matter how large or little. The B2B eCommerce market in India is poised to become the next global battlefield thanks to massive investments from multinational corporations [TGC Prasad, www.yourstory.com, 13th December 2018].

It is predicted that by 2020, the B2B eCommerce sector in India would be worth $700 billion. A market worth $525 billion is supported by India's 14 million merchants. Lower competition, a focus on quality rather than price, larger order sizes, and other factors all contribute to improved profitability in the business-to-business market. **[India – E-Commerce, www.export.gov, 10/10/2018, Prepared by our U.S. Embassies abroad]**

E-commerce between businesses (B2B) in India is a perfect fit for the government's strategy of digital expansion. Although B2B operates on slim margins at the moment, there is a great deal of

room for development and expansion in the industry if historical patterns are any indication of the future.

LITERATURE REVIEW

B2B E-Marketplace, after the Adoption Process of B2B E-commerce, is an important research theme in the information system landscape. B2B E-Marketplace has given rise to many new avenues of study leading to Digital Marketing, advertising, and online sales management. Even though the B2B E-marketplace in India as referred to in the previous section, is a lucrative investment platform, full of opportunities and a growing area lack structured, evident, and directive studies.

There are many studies done by research scholars globally which have given some direction for further studies to Indian Scholars. However Globally still 2010, One of the review studies on articles on e-marketplace clearly indicated that "The lack of research on the fundamental questions on the nature of electronic markets and their efficiency **[Susan Standing, Craig Standing, Peter E Dlover, "A review of research on e-marketplace 1997-2008, Decision Support System 49, (2010), 41-51].**

In 2007, **Anne Engström, at Luleå University of Technology, during a study of Assessment of Business-to-Business (B2B) e-Marketplaces' Performance",** mentioned that B2B e-marketplaces differ in many strategic aspects, casting doubt on the present categorization approach for such platforms. His research also shows that B2B marketplaces' success or failure may depend on a number of different aspects. The success of an online marketplace depends on two factors: the availability of specialized technical knowledge and a sufficient number of businesses participating in the platform. It seems from the results that the most prevalent problems in B2B e-marketplaces are more business-related than technological.

Another Study carried out by **Andreja Pucihar, & Mateja Podlogar at the Faculty of Organizational Sciences, e-Commerce Center, the University of Maribor on "E-Marketplace adoption success factors: Challenges and opportunities for a small developing country**" has separated e-marketplace variables, organizational aspects, and environmental elements into its success determinants e-marketplace adoption. Researchers have shown that all of these factors have a role in determining how prepared a company is to participate in the online marketplace.

The benefits and drawbacks that businesses see in participating in EMs influence their decision to utilize e-marketplaces. In addition, the connection between the firm's e-business readiness and the anticipated gains from EM is mediated by the firm's EM use. Furthermore, the level of e-business readiness within the company did not mitigate the correlation between employee worries about EMs and the use of EMs. **[Dothang Truong, Sylvain Senecal, S. Subba Rao, Thuong T. Le. "How buyers' expected benefits, perceived risks, and e-business readiness influence their e-marketplace usage" Industrial Marketing Management 36 (2007) 1035–1045]**

In another research article on "**Motives for e-marketplace Participation: Differences and Similarities between Buyers and Suppliers." HANNE KRAGH AND MORTEN RASK published Electronic Markets Vol. 14 No 4 Pg.: 270–283**, Motives are categorized into four categories of Positioning, Legitimacy, Exploration, and Efficiency. Research shows that when asked what motivates them to participate in the online marketplace, buyers are more likely to highlight proactive and planning-oriented qualities, whereas sellers are more likely to be motivated by external pressures.

In the context of the Indian Market and Indian B2B-E-Marketplace, a study is very limited.

A Doctorate Study about **"PERCEPTION AND ADOPTION OF B2B ELECTRONIC MARKETPLACES: A CASE OF MANUFACTURING MSMEs" carried out by Pallavi Upadhyaya in August 2012 at Manipal University** and a Subsequent Paper presentation as identified by adoption, barriers, and benefits of B2B E-marketplace by Indian MSMEs. In order to promote wider usage of the platform, the study recommended actions for B2B e-marketplace owners, legislators, and MSMEs. However, the study is limited to the state of Karnataka, and its generalization approach to large firms, traders, buyers, and sellers of the B2B E-marketplace within India Is lacking.

MOTIVATION FOR STUDY

As the world economy continues to globalize and as markets continue to consolidate, businesses may anticipate operating in a highly competitive landscape. One of their primary goals will be to cut expenses. Companies will experiment with different types of online businesses in an effort to gain and maintain a competitive edge. B2B e-marketplaces is one example.

Finding out why Indian businesses utilize B2B e-marketplaces and how proficient they are at using them would need empirical evidence. On one hand, researchers have opined that e-marketplaces are very useful for companies. Businesses can gain access to new customers and markets, expand their network of potential business partners, streamline their operations, and save money by utilizing an online marketplace. They can also save time and money by updating their product information in one central location, cutting down on the time and money spent searching for and making purchases, and gaining access to the supply networks of major corporations. Several scholars, however, note that e-marketplaces tend to boost competition among enterprises and that consumers stand to gain more by engaging in the e-marketplace.

In addition to this, there is no empirical research undertaken in the Indian context to test the adoption, benefits, usage, and barriers factors that influence companies to adopt e-marketplaces. Therefore, there is a need to investigate the experience of buyers and sellers with B2B e-marketplaces, especially in developing countries like India where the use of e-marketplaces is in the growth stage.

SIGNIFICANCE OF STUDY

The study's conclusions are relevant to those working in the field, especially those who supply and use e-Marketplace services (buyers and sellers). The research results provide light on user requirements, which in turn will help e-marketplace service providers craft effective business models to meet those requirements. As a result of this research, B2B e-marketplace service providers will have a better idea of what features to emphasize in their advertising campaigns. The website's design may emphasize these advantages to encourage those who have yet to use B2B e-marketplace services to do so. To better understand how to overcome the challenges that prevent businesses from using B2B e-marketplaces, this research outlines the factors that prevent businesses from using these platforms. Policymakers and government agencies responsible for a thriving B2B e-marketplace will benefit from an understanding of the obstacles that must be overcome. Academic writing has also benefited from this study. It fills a need in the research on how Indian businesses are using B2B e-marketplaces.

RESEARCH PROBLEM

B2B Buyers' objective tries to identify multiple suppliers to have price and delivery efficiency. Similarly, B2B suppliers' objective is always towards the identification of more customers, and new market along with managing competition. B2B E-Marketplace being a new avenue of B2B E-commerce provides the potential to serve B2B buyers' and Seller's individual objectives. With the rise of B2B E-marketplaces within India, the adoption rate of B2B e-marketplaces is growing among Indian companies. Global Giant Like Alibaba and AMAZON has already started exploring ways to trap the opportunity lying in Indian B2B e-marketplace Industries. Large companies are developing and introducing their own B2B marketplace to provide benefits to their customers and suppliers. Small firms like SMEs and MSMEs are using one or multiple B2B e-marketplaces to achieve competitive advantage and as per their requirements. Large firms find the ease of Investment and adopting advantage of B2B E-marketplace adoptions due to their large equity base, however, small firms still need Organizational objectives and strong top management intention in the adoption of B2B e-marketplace.

If the services offered by B2B e-Marketplace providers don't improve the transaction for the buyer or the seller, then they won't stick with the e-Marketplace. If there aren't enough sellers, customers don't have much of a selection to choose from. The same is applicable for buyers: if there aren't enough of them on the B2B e-Marketplace, the seller won't see enough benefit in joining the e-Marketplace, as there won't be anybody to sell to. Because of the rapid pace of environmental change and e-Commerce technology advancement, the future of the e-Marketplace is still unclear. E-Marketplace that can provide the most valuable services to its users over the long run will be able to weather the storm of the global economy. Only when a company recognizes enough potential advantages from the value-added services will it decide to embrace an e-Marketplace.

For the reasons listed above, it is crucial to study the elements that businesses must take into account in order to effectively embrace the B2B e-Marketplace. Organizations may more successfully establish and use a B2B e-marketplace if they are aware of these aspects.

This leads to the Aim of this study as

B2B E-marketplace Adoption Success Factors: A Study in Perspective to Buyers and Sellers of Indian Firm.

The above aim of the study needs to answer below research questions:

1. What do B2B Buyers and Sellers perceive about the B2B e-marketplace?
2. What factors affect Indian businesses' decision to use B2B e-marketplaces?
3. What B2B e-marketplaces services are used by the Indian companies and what is the stage/level of B2B e-marketplace adoption by them?
4. What benefits have been realized by B2B buyers and sellers that have adopted B2B e-marketplace?
5. What obstacles prevent Indian businesses from using B2B e-marketplaces?

OBJECTIVE OF STUDY:

Based on the above research questions, the following five objectives of the study have been framed.

1. To explore the awareness level and perception of B2B buyers and Seller towards B2B e-marketplaces
2. Determining what elements influence B2B e-marketplace usage in Indian businesses
3. To learn how far along the adoption curve Indian businesses are using B2B e-marketplaces and for what purposes they are using them.
4. To assess the perks of using B2B e-marketplaces by B2B Buyer and Sellers of Indian Firms
5. Finding the obstacles that B2B buyers and sellers face when trying to adopt and utilize e-marketplaces

RESEARCH METHODOLOGIES

The research being exploratory in nature study uses both quantitative and qualitative research approaches. Problem exploration will be carried out by Inductive derivation of literature on past research and studies, while a descriptive quantitative survey will be carried out to measure the perception, usage, and adoption of the B2B e-marketplace of its users. The data about the perception and adoption of B2B e-marketplaces will be collected using a self-administered structured questionnaire. Statistical methods will be used to derive inferences and for validating findings. Available statistical and analytical software will be used for data recording, mining, and analyzing.

Universe

The Unit of Analysis in the present study is B2B enterprise either in manufacturing, or trading of B2B Goods.

Sampling

Non-probability and Non-Judgmental Sampling Methods will be used for Survey.

Data Collection Techniques

- Secondary data will be collected through a literature review and personal discussion to define the character of the study and factors involved for further primary study.
- Primary data related will be collected from a structured questionnaire

Data Analysis

- Statistical methods and available data analysis software will be used to dig out information from collected data.
- Hypothesis testing with statistical evaluation techniques.

RESEARCH PLAN

- 1ST YEAR-
  - Developing thorough insight into research methodology, defining the research problem, and designing research methodology
- 2ND YEAR
  - Chaptering and Literature Review
- 3rd YEAR
  - Data collection & Data analysis
- 4th year
  - Finding presentation, thesis writing, and presentation

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Signature of Student **Signature of Supervisor and Co-Supervisor(s)**